



HOFFMAN YORK



## FY22 Joint Venture – Partner Presentation Pt. 1

Montana Office of Tourism

September 13 and 16, 2021

# JV is Back for FY22!

Some things have changed, some  
have stayed the same...



# Today's Presentation

1. Montana Office of Tourism's Winter Plan
2. Winter Joint Venture Offerings
3. Parents Inspiration Guide
4. Participation Details and Process

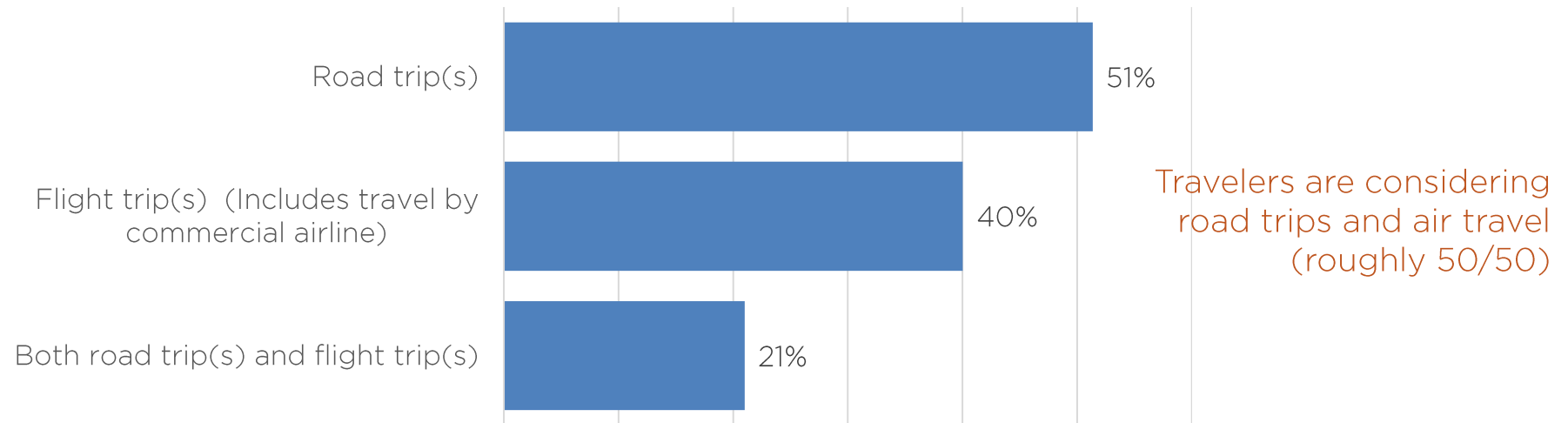
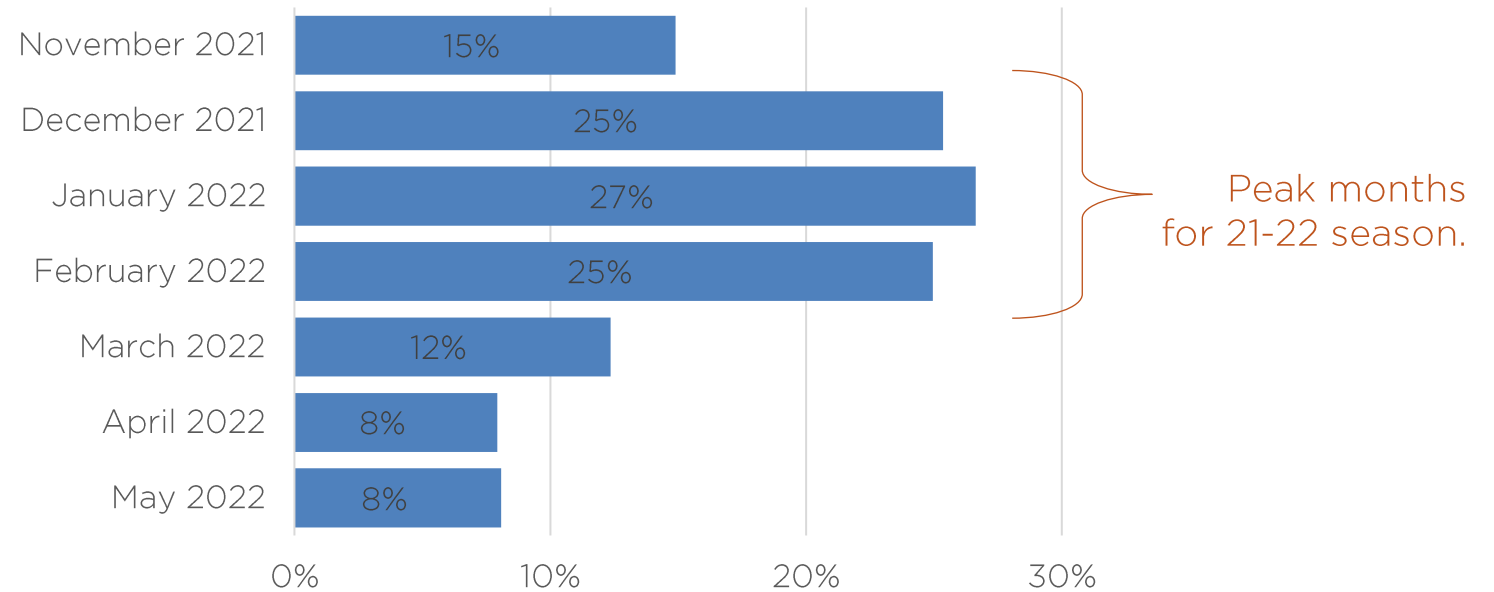


## MOT's Continued Mission

Build awareness and familiarity of Montana in order to gain new visitors and create repeat visitors.

# Ski Season Planning is Active

64% view it to be a safe  
activity for travel.



# FY22 Winter: *What does success look like?*

## Sustainable promotion of Montana's Winter product:

### Goal

Increase awareness of Montana's Winter season

Maintain competitive advantage in audience consideration

Increase visitation for Montana's Winter season

Greater visitor dispersal among destinations and activities:

- Greater measured visitation at other MT ski/hospitality in key regions/CVBs
- Increase bed tax collections across the state

### Measured by

Destination  Analysts

INSTITUTE FOR  
**TOURISM & RECREATION RESEARCH**  
UNIVERSITY OF MONTANA

 **ZARTICO**

**MONTANA**



# Foundational Strategies for FY22 Winter

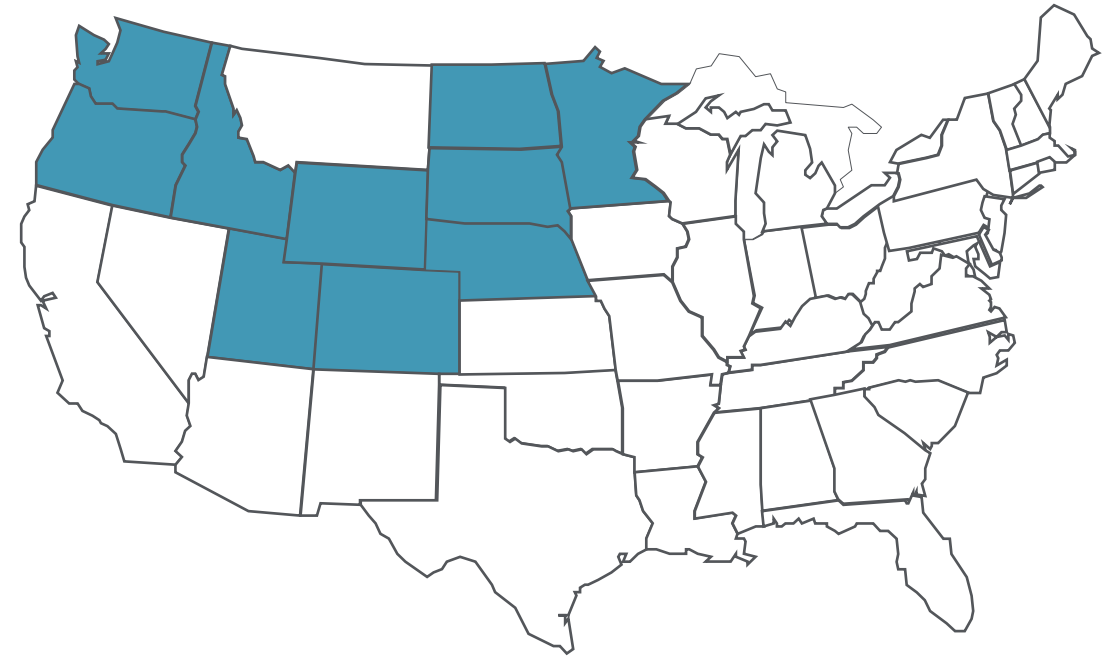
## 1. BUILD BRAND AWARENESS

Heavy awareness approach promoting all major winter activities and destinations.

## 2. “SKI PLUS” DRIVE STATE FOCUS

Maximize engagement with niche activities (wildlife, snowshoeing, dogsledding, XC ski, snowmobiling etc.) as well as mom & pop ski areas by heavying-up Ski Plus message to drive state visitors.

Regional state heavy-up geography based on high volume and per-capita visitation and interest metrics





# Audience-first Approach

MOT has invested in multiple audience studies to home in on highest-value Winter visitors.



Winter Enthusiasts



Families



Avid Skiers

## Segment and Deliver to Various Winter Enthusiasts:

- Create messaging specific for Family and Avid Skier interests
- Winter Enthusiasts: 5% of total adult population
- Continue to test niche Winter audience/content:



Hot Springs



Ice Fishing



Snowmobiling

# Multi-Touch Approach via Layered Media Plan



## Connected TV/OTT/Video



## Streaming Audio



## Print



## High-Impact/Rich Media



## OOH



## Custom Content



## Display, Native, Paid Social



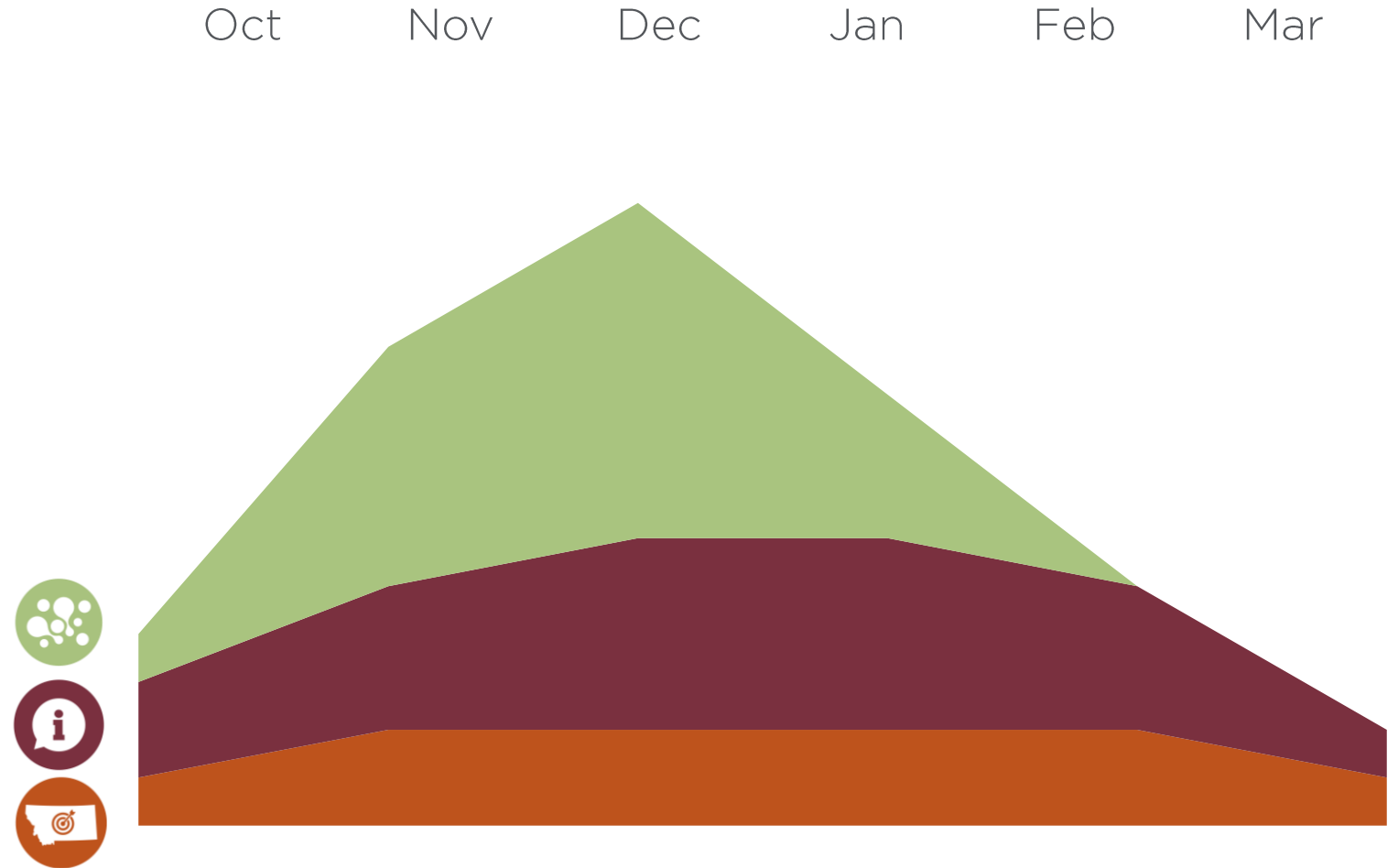
## SEM



# Timing

Heavy-up media during key booking and travel window.

Lower funnel tactics carry into March to capture late season travel interest.

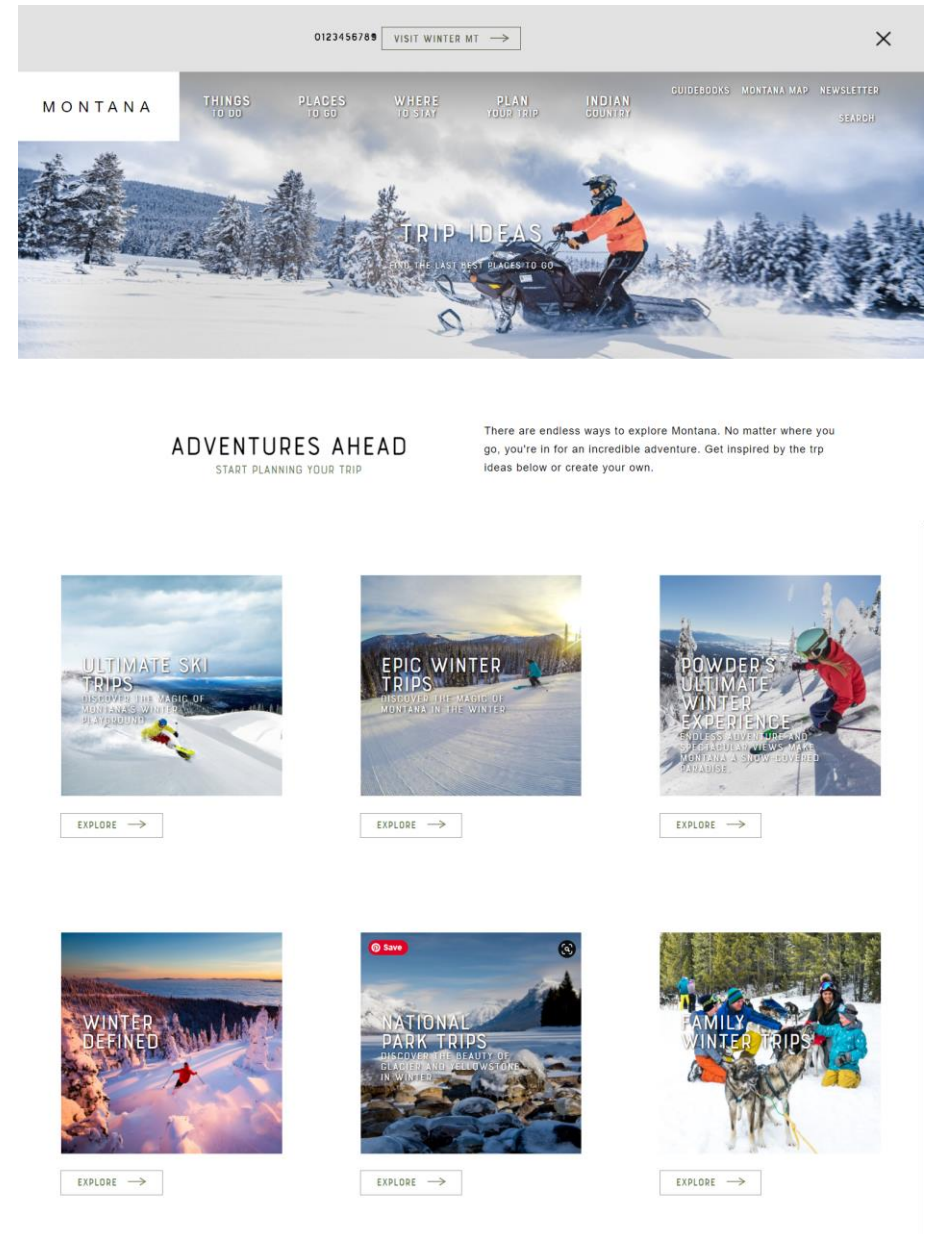


# The Adventure Continues

Creative adapted for  
FY22 Winter season.



# New VISITMT.COM Coming October





## MOT's FY22 Winter Plan Highlights

- ✓ Maintain heavy awareness to support entire state
- ✓ Aggressively target competitor visitors/interest
- ✓ Local market heavy-ups to key feeder markets
- ✓ Support more content than ever before





# Consistent Components

Some things have stayed the same...

1. Maintaining partnerships with tried-and-true MOT + JV media partners



2. HY/MOT offers complimentary non-video creative services
3. Wide variety of options and multiple cost levels and packages to consider

# Evolutions

Some things have changed...

1. Lowest cost offerings ever – some packages starting at \$1K/partner!
2. All media vendor billing will be handled by HY – JV partners will be billed upfront for packages secured
3. Expanded custom content to digital
4. Majority of offerings today are **Winter season** focused (media would need to run between Oct. 2021 – Mar. 2022)

# FY22 Winter JV Overview

- All packages on sale 9/16
- Five (5) package cost levels with Sojern, Tripadvisor and OnTheSnow
  - Each partner is limited to one package within listed media partners
  - No limit on # of JV partners per media partner
- Twelve (12) available packages digital custom content opportunity

Sojern is a digital programmatic partner with direct access to first party, real-time travel data from 100+ large travel companies. Their campaigns utilize real-time and historical travel data to reach high-value target audiences.

Data partners include:



- Top programmatic media partner for MOT seasonal campaigns since FY17
- Previous MOT Sojern campaigns have performed 15-67% better than Sojern benchmarks
- Flexible and cost-efficient pricing for JV program

# Sojern | Media Tactics Overview

## Targeting

Partners will define the target audience and geotarget for their campaign.

HY/MOT recommends:

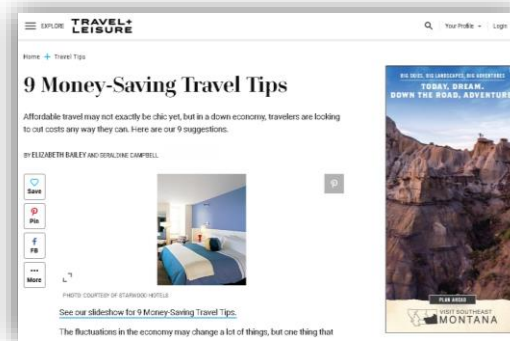
### Audience Targeting

- Winter Enthusiast: defined as participated in downhill skiing, cross country skiing, snowboarding or snowmobiling in the last 12 mos.

### Geotargeting (either)

- National: USA ex. MT plus AB, BC, SK
- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE

## Display Banners



**CPM: \$5**

**Sizes:** 160x600, 300x250, 300x600, 728x90, 300x50, 320x50

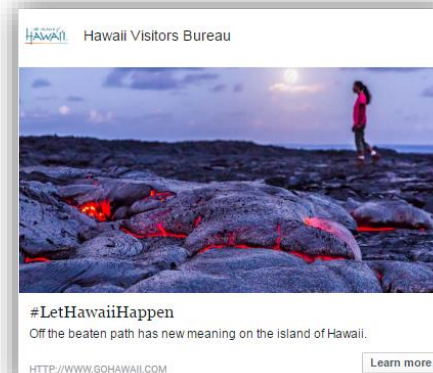
**Type:** Static, HTML5, GIF

**Max Size:** 200K

**Animation:** up to :15

**Tracking:** via Sizmek

## Native Display



**CPM: \$6**

**Sizes:** 1200x627, Square

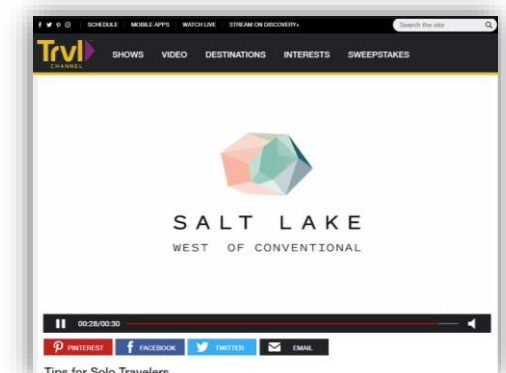
**Type:** completed spreadsheet with images

**Max Size:** 200K

**Animation:** n/a

**Tracking:** via Sizmek

## Pre-roll Video



**CPM: \$14**

**Sizes:** :15, :30

**Type:** mp4, wmv, mpg

**Max Size:** 1 GB

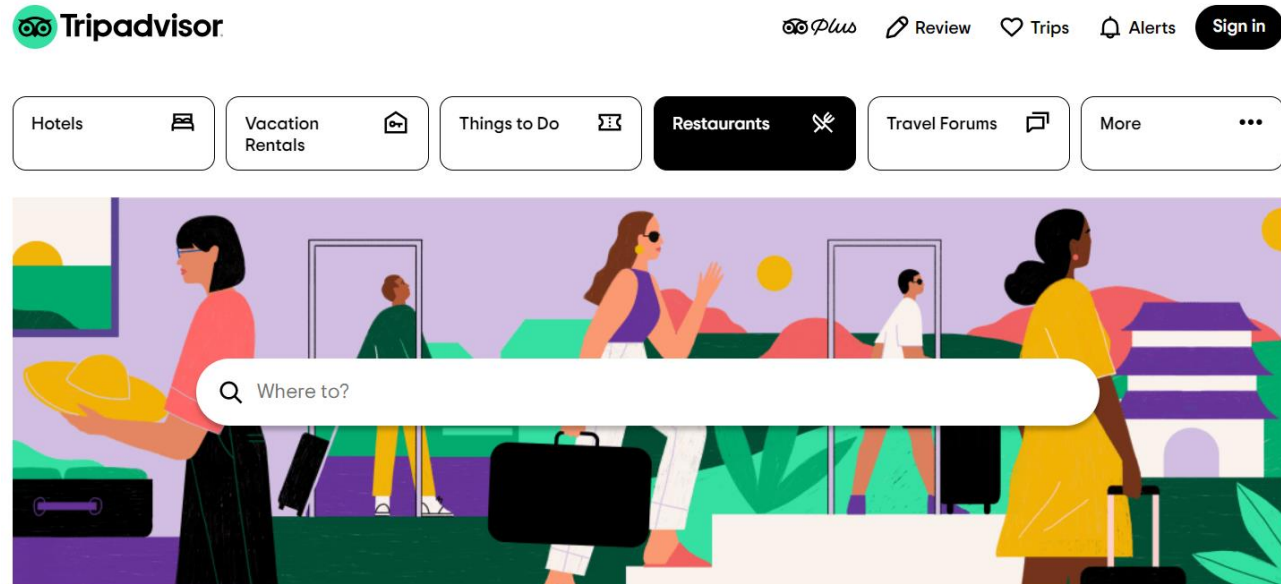
**Animation:** :15, :30

**Tracking:** via Sizmek

# Sojern | Package Options

Total Package Cost + Campaign Length Suggestions					
Total Cost	\$2K	\$5K	\$10K	\$15K	\$20K
JV Partner Cost	\$1K	\$2.5K	\$5K	\$7.5K	\$10K
Month(s)	1x	1x or 2x	1x or 2x	1x, 2x or 3x	1x, 2x, 3x or 4x
Total Impressions by Package Cost + Media Tactics Included					
Display	400K	1.00MM	2.00MM	3.00MM	4.00MM
Display + Native	-	917K	1.83MM	2.75MM	3.67MM
Display		500K	1.00MM	1.50MM	2.00MM
Native		417K	833K	1.25MM	1.67MM
Display, Native + Video	-	-	1.46MM	2.19MM	2.92MM
Display			667K	1.00MM	1.33MM
Native			556K	833K	1.11MM
Video			238K	357K	476K

Tripadvisor is one of the world's largest travel sites with 463MM monthly active users in 49 markets worldwide. Consumers use Tripadvisor to define their next destination, research key trip elements and plan things to do.



- Consistent OTA media partner for MOT seasonal campaigns since FY17
- Primarily mid-to low-funnel travel intender audience



# Tripadvisor | Media Tactics Overview

## Targeting

Partners will define the target audience and geotarget for their campaign.

HY/MOT recommends:

### Audience Targeting

- Winter Enthusiast: defined as participated in downhill skiing, cross country skiing, snowboarding or snowmobiling in the last 12 mos.

### Geotargeting (either)

- National: USA ex. MT plus AB, BC, SK
- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE

### Additional targeting options

- Audience targeting can include 1P behavoiaral such as National Parks, Family Travel and Outdoors.
- Regional targeting can any states, DMAs or a combo.

## Display: Banners + Boost

The screenshot shows a TripAdvisor search results page. On the left, there are filters for 'Hotel class' (5 stars, 4 stars, 3 stars, 2 stars) and 'Style' (Budget, Mid-range, Luxury, Family-friendly). The main content area displays two hotel listings. The first listing is for 'Beaver Run Resort and Conference Center' with a price of C\$118 and a 'View Deal' button. The second listing is for 'The Steamboat Grand' with a price of C\$154 and a 'View Deal' button. A 'Discover' banner is visible between the two listings.

The screenshot shows a TripAdvisor Boost advertisement. At the top, there is a quote: "... or slightly more traditional such as duck confit with white beans." Below the quote are two buttons: 'Reserve' and 'Order Online'. The main image shows a house with a garden. Below the image, it says 'Sponsored by Ruffino' and 'The Perfect Trip to Charleston'. The text continues: 'I believe I've rounded up the best way to get the most out of a trip to the Low Country no matter what your interests are.' and 'By Hilary Bodiford'.

National CPM: \$20  
Regional CPM: \$21

### Banners

Sizes: 728x90, 300x600, 320x50, 300x250  
Type: Static, HTML5, GIF  
Max Size: 150K  
Animation: up to :30, unlimited loops  
Tracking: via Sizmek

### Boost

Headline: 30 characters max  
Body: 75 characters max  
Sponsor Name: no limit  
Image:

- Logo: 50x50, max 25K
- Image: 600x400, jpg, max 150K

Tracking: via Sizmek

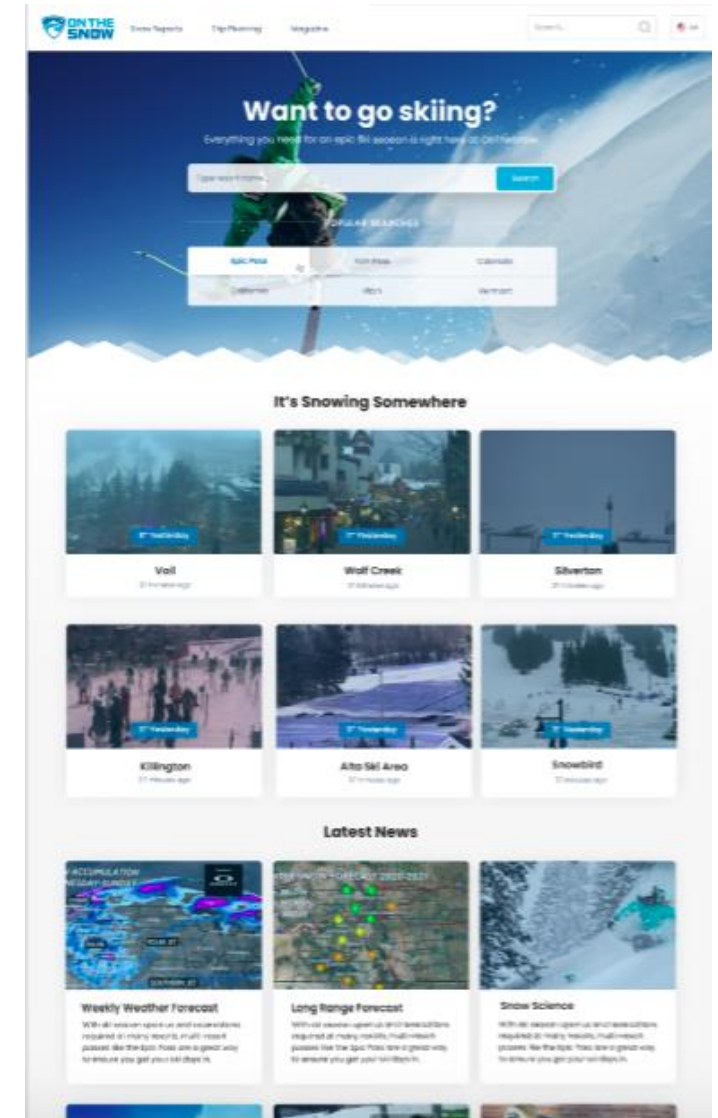
# Tripadvisor | Package Options

Total Package Cost + Campaign Length Suggestions					
Total Cost	\$5K	\$7.5K	\$10K	\$15K	\$20K
JV Partner Cost	\$2.5K	\$3.75K	\$5K	\$7.5K	\$10K
Month(s)	1x or 2x	1x or 2x	1x or 2x	1x, 2x or 3x	1x, 2x, 3x or 4x
Total Impressions by Package Cost + Geotargeting (Display media only)					
National	250K	375K	500K	750K	1.00MM
Drive Markets	238K	357K	476K	714K	952K



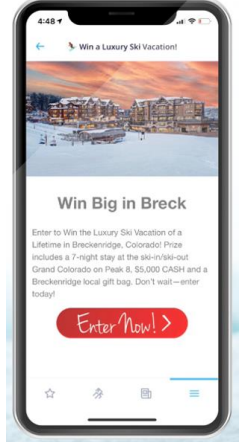
OnTheSnow provides their active, affluent audience with ski trip planning resources including snow conditions, resort profiles and tailored content.



- OnTheSnow has the largest endemic audience of skiers with 9.2-million skiers annually (76% of all North American skiers)
- Favorite Winter vertical partner in past JV programs
- New website launching soon



# OnTheSnow | Media Tactics Overview

Targeting	Display Banners	Mobile Scroller	Mobile Inbox
<p>Partners will define the geotarget for their campaign.</p> <p>HY/MOT recommends:</p> <p><u>Display + Mobile Scroller (either):</u></p> <ul style="list-style-type: none"> <li>- National: USA ex. MT plus AB, BC, SK</li> <li>- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE</li> </ul> <p><u>Mobile Inbox</u></p> <ul style="list-style-type: none"> <li>- National: Favored resorts in USA plus AB, BC, SK</li> </ul>	 <p><b>CPM: \$20</b>  <b>Sizes:</b> 160x600, 300x250, 300x600, 728x90, 320x50  <b>Type:</b> Static, HTML5, GIF  <b>Max Size:</b> 40K  <b>Animation:</b> up to 3 loops, no blinking text  <b>Tracking:</b> via Sizmek</p>	 <p><b>CPM: \$21</b>  <b>Sizes:</b> 370x740, 400x666  <b>Type:</b> Static, GIF  <b>Max Size:</b> 300KB  <b>Animation:</b> n/a  <b>Tracking:</b> via Sizmek</p>	 <p><b>Flat Rate: \$3K per send</b>  <b>Tracking:</b> via Sizmek  <u>Option 1 – Full Screen</u> <ul style="list-style-type: none"> <li>- Subject Line: 30 characters max</li> <li>- CTA: 1 to 3 words (optional)</li> <li>- Image: 640x960, JPG, max 500KB</li> </ul> <u>Option 2 – Half Screen w/ Text (above)</u> <ul style="list-style-type: none"> <li>- Subject Line: 30 characters max</li> <li>- Header Text: 17 characters max</li> <li>- Body Text: 50 words max</li> <li>- CTA: 1 to 3 words (optional)</li> <li>- Image: 640x840, jpg, max 500KB</li> </ul> </p>

# OnTheSnow | Package Options

Total Package Cost + Campaign Length Suggestions					
Total Cost	\$2K	\$5K	\$10K	\$15K	\$20K
JV Partner Cost	\$1K	\$2.5K	\$5K	\$7.5K	\$10K
Month(s)	1x	1x or 2x	1x or 2x	1x, 2x or 3x	1x, 2x, 3x or 4x
Total Impressions by Package Cost + Media Tactics Included					
Display	100K	250K	500K	750K	1.00MM
Display + Scroller	-	244K	488K	732K	976K
Display	-	125K	250K	375K	500K
Scroller	-	119K	238K	357K	476K
Display, Scroller + Inbox	-	-	-	752K	996K
Display	-	-	-	300K	425K
Scroller	-	-	-	286K	405K
Inbox	-	-	-	166K	166K

# Parents REAL SIMPLE

## Flip Card Articles

Titles selected based on MRI/Simmons data:  
 Real Simple: #1 for ET, #2 for AF + WF  
 Parents: #1 for AF, #2 for ET, #3 for WE



See more examples of flip card posts [here](#), [here](#), and [here](#).



# Consumer Journey to Flip Card Articles

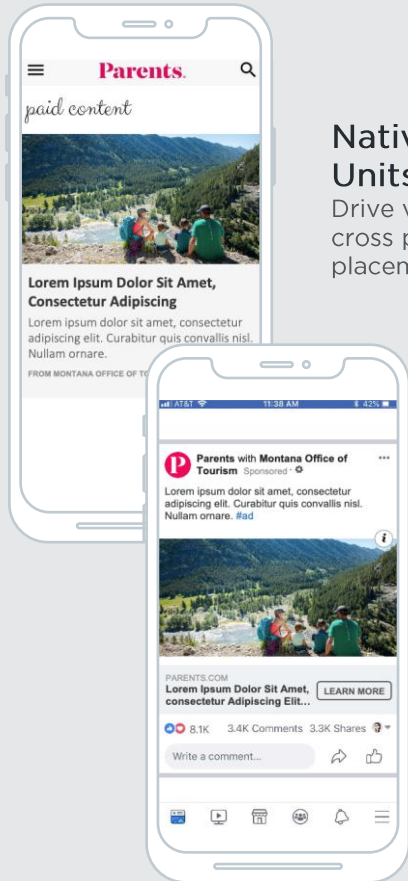
## ROBUST PROMOTION

### Native Promotional Units

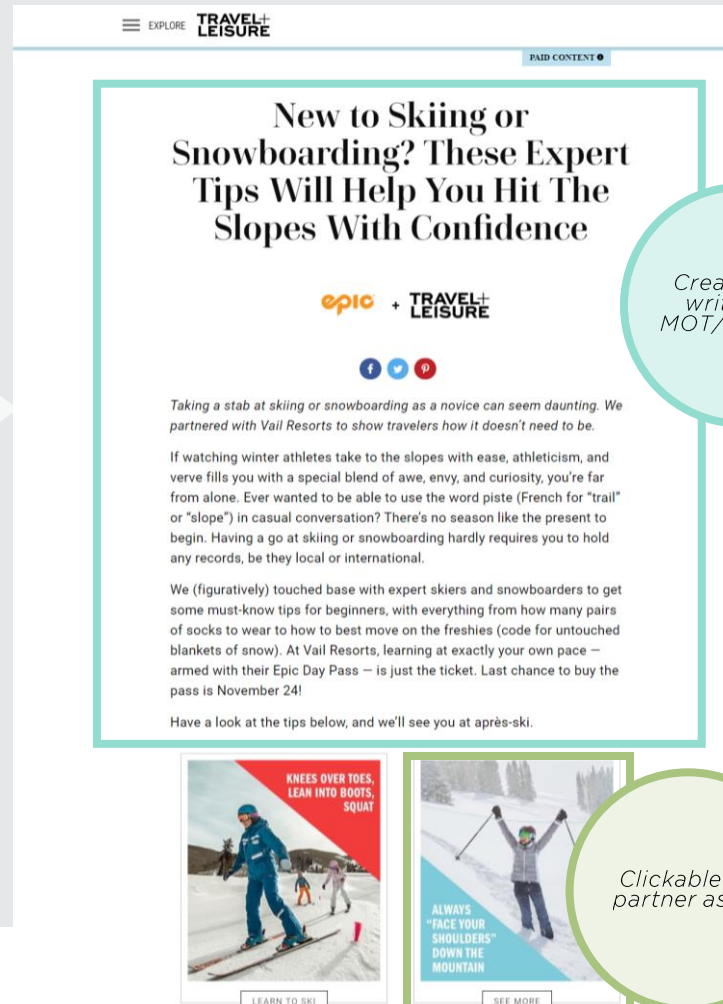
Drive views at scale through cross platform native ad placements.

### Amplify Social

Paid dark posts that drive brand awareness and engagement via social networks.

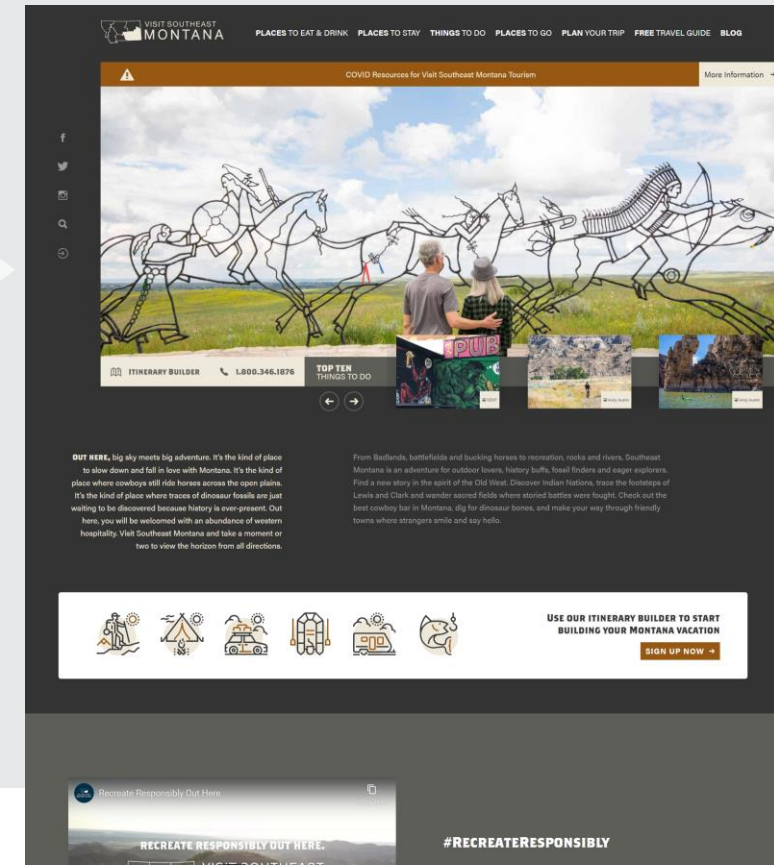


## NATIVE CONTENT DESTINATION



## CO-OP PARTNER SITES

Each flip card will link out to a page on JV partner's website





# Parents

## A Wonderful Winter Trip in Montana

Montana is a top winter destination for the whole family. The front of each flip card will include an image, the partner's name and a 2-3 word tagline that quickly sells their winter offerings. (e.g. "Glacier Country: Mountain Marvels" or "Southwest Montana: Cool Legends").

On the back, 1-2 sentences will further highlight winter getaway activities such as skiing or snowmobiling in the respective partner's region. Links will to a URL of the partners choosing.

# REALSIMPLE

## Six Ways to Own Winter in Montana

This article will focus on specific winter activities, with the front of each partner's flip card highlighting a unique draw (e.g. Leap Into a Hot Spring, Scale Massive Icicles, Sled with Dogs, Snowmobiling, Skiing, etc.).

The backs of the flip cards will include more details about each activity. Links will lead to a URL of the partners choosing. This proposal would require partners to each promote a different type of activity, so we don't have duplicate flip cards mentioning the same thing.

# Flip Card Articles | Overview

Increase interaction with highly engaging flip cards articles on Parents.com and RealSimple.com

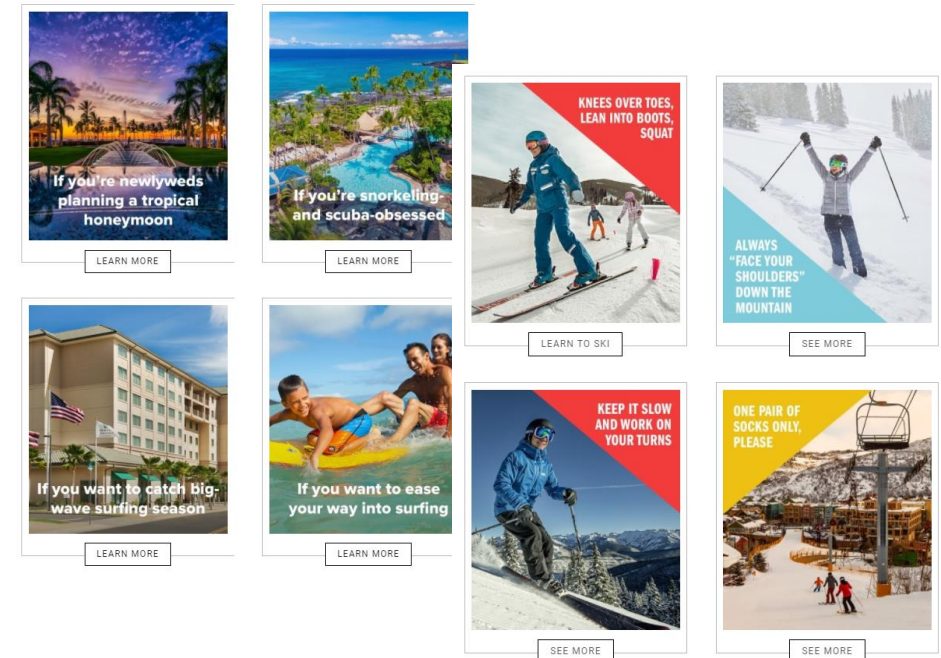
## Media

- Each article will receive 33K guaranteed views driven from paid social ads on the respective brand handle and native display ads across all Meredith websites.
- Paid promotion will be geotargeted to USA ex. MT.

## Production

- Participating partners will select which article they'd like to be featured in:
  - Parents: A Wonderous Winter Trip in Montana
  - Real Simple: Six Ways to Own Winter in Montana
- Partners will provide images, talking points and a click through URL for Meredith to use as they create their flip card. Partners will receive multiple rounds of revisions and final approval.\*

Total Package Cost	\$8.33K
JV Partner Package Cost	\$4.17K
Packages per Article	6x
Gtd. Views per Article	33K



# Flip Card Articles | Key JV Partner Dates\*

October '21	November '21	December '21	February '22
13 <sup>th</sup> : Assets due to HY	3 <sup>rd</sup> : First mock-up feedback due to HY	1 <sup>st</sup> : Campaign launches	28 <sup>th</sup> : Campaign ends
28 <sup>th</sup> : First mock-up sent to JV partner	8 <sup>th</sup> : Second mock-up sent to JV partner		
	10 <sup>th</sup> : Second mock-up feedback due to HY		
	17 <sup>th</sup> : Final mock-up sent to JV partner		
	22 <sup>nd</sup> : Final approval due to HY		

Responsibility

Hoffman York

JV Partner

Meredith



# Parents Inspiration Guidebook

Available packages have consistently sold out every year (FY18, FY19, FY20).





# Inspiration Guidebook | Overview

Include more partners in this highly desired custom print piece by increasing available partner slots from 12 to 20 by adding total four additional pages.

## Media Polybag

- 16 State distribution\* in March 2022 issue of Parents
- Package rate decreased 18% from FY20
- Package includes half page ad with image and copy^

## Production

- MOT covers all production fees
- Partners will provide images and talking points that Meredith would use to create their half page ad, and will receive multiple rounds of revisions and final approval
- Partners can elect to receive printed copies shipped to a desired location at no additional cost

Total Package Cost	\$5.73K
JV Partner Package Cost	\$2.87K
Packages	20x
Est. 2022 Circulation	582K



# Inspiration Guidebook | Key JV Partner Dates

October '21	November '21	December '21	February '22
1 <sup>st</sup> : Overrun commitment due to HY	12 <sup>th</sup> : First mock-up sent to JV partner	3 <sup>rd</sup> : Second mock-up feedback due to HY	4 <sup>th</sup> : On-sale date of the March 2022 Parents magazine issue
8 <sup>th</sup> : Assets due to HY	19 <sup>th</sup> : First mock-up feedback due to HY	9 <sup>th</sup> : Final mock-up sent to JV partner	
	30 <sup>th</sup> : Second mock-up sent to JV partner	13 <sup>th</sup> : Final approval due to HY	

Responsibility
Hoffman York
JV Partner
Meredith





# FY22 JV Pt. 1 | Packages Offered

Media Vendor	Media Type	Media Tactic(s)	Package Levels (JV Partner Cost)	Packages Available
Sojern	Programmatic Digital	Display, Native, Video	\$1K, \$2.5K, \$5K, \$7.5K, \$10K	N/A One per partner
Tripadvisor	Online Travel Agent	Display, Native (Boost)	\$2.5K, \$3.75K, \$5K, \$7.5K, \$10K	N/A One per partner
OnTheSnow	Winter Endemic Digital	Display, Mobile Scroller, Mobile Inbox	\$1K, \$2.5K, \$5K, \$7.5K, \$10K	N/A One per partner
Parents	Digital Custom Content	Flip Card Article	\$4.17K	6
Real Simple	Digital Custom Content	Flip Card Article	\$4.17K	6
Parents	Print Custom Content	Inspiration Guidebook	\$2.87K	20

# Key Dates

Order forms available on  
MarketMT.com on 9/16



## 9/24 - Send order forms in for all requested packages

HY/MOT will alert partners of any availability issues within the print/digital custom content pieces by the week of 9/26.

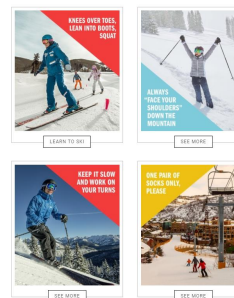
Parents



## 10/8 - Materials due for Parents Inspiration Guide

Partners who sign up will need to confirm if they want overrun copies of the guide by 10/1.

REAL SIMPLE  
Parents



## 10/13 - Materials due for digital custom content:

Flip card assets due to HY.

# FY22 Billing Practices + Protocols

**HY will reconcile all media invoices for all partners.**

- ✓ MOT can offer lower package costs than ever before by reducing the number of contracts/insertion orders with media vendors
  - ✓ JV partners will reduce time spent managing invoices and payments
1. Partner will provide W9 to HY with completed order form
  2. HY to send authorizations for all JV packages secured
  3. HY to issue one invoice directly to the JV partner for all packages secured – invoices will be sent the month prior to any media running

## Buy



Review available packages on <https://marketmt.com/Programs/Marketing/Joint-Venture>



From 9/16 to 9/24, partners will select their package(s)\* by emailing their completed form and W9 to [kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com)

*\*If there is more interest than available packages for flip card articles and inspiration guide, a random drawing will be used, and notification will be sent the week of 9/26*



HY will provide the partner an authorization form for their packages which must be returned and signed to officially secure media.



HY will issue one pre-bill invoice for the total buy with NET 30 payment terms.

## Setup / Launch



HY/Partner will have a KOC\*\* to discuss timing, targeting and creative for Sojern, Tripadvisor and OnTheSnow packages.

*\*\*Priority of KOC timing is based on ideal launch date of digital package.*



HY issues one IO to the vendor for all secured packages.



Partner sends^ non-custom content creative assets for approval 2 weeks before launch.

*^If HY is creating display banners, the process will be discussed on the KOC. Refer to the flip card and inspiration guide timeline for specific deadlines.*



HY traffics all campaign assets to vendor and will confirm with the partner when the campaign officially launches.

## Reporting



HY monitors and tracks campaign performance weekly via Sizmek for digital campaigns and Google Analytics for flip card articles.



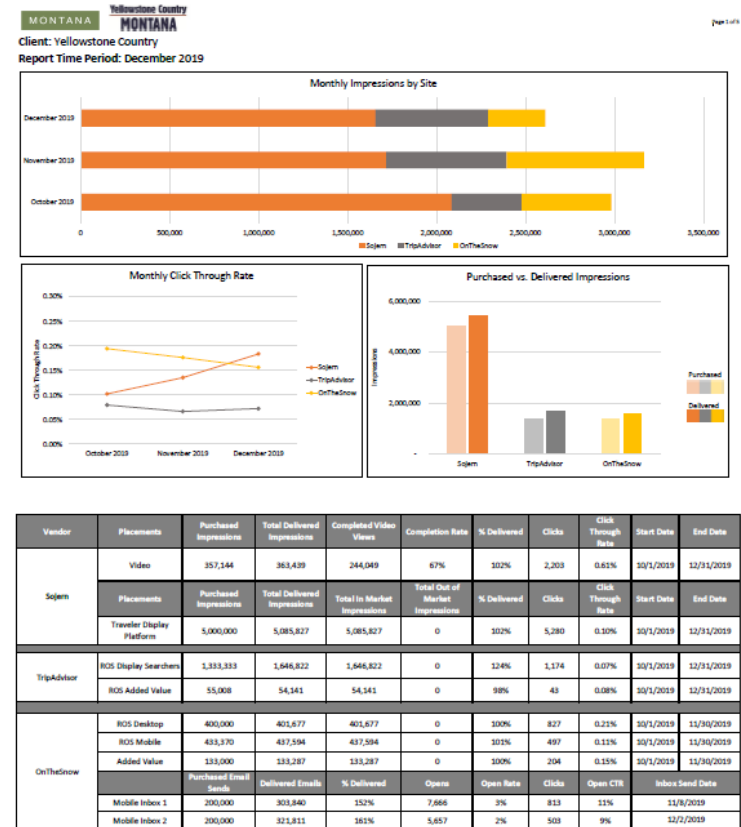
HY provides standard^^ monthly reports for all months with active digital media campaigns.

*^^Standard reporting includes impressions, clicks, click-thru rate, percent delivered and impressions within audited geography. Any additional reporting needs or ongoing metric requests (e.g. VersaTag, conversions etc.) will be on a case-by-case basis and potentially subject to additional fees.*

# Sample Standard Report

Monthly digital reporting includes impressions and click performance metrics for active digital packages\*.

FY22 JV reporting will be powered by Datorama



## Additional Details



### RESERVATIONS

Kelly Kimball

[kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com)



### COMPLIMENTARY HY CREATIVE SERVICES

Concepting  
Design  
Copywriting  
HTML5



### MOTBD RESOURCE WEBSITE

[https://marketmt.com/Programs/  
Marketing/Joint-Venture](https://marketmt.com/Programs/Marketing/Joint-Venture)

- Details of today's presentation
- Billing details
- IAB Standards
- Sample reporting document



# Your FY22 Joint Venture Team



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